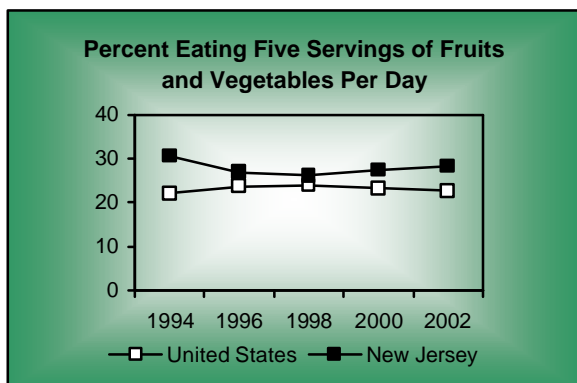




MONTHLY HEALTH DATA FACT SHEET September 2003

September is National 5 A Day Month “An Apple a Day...”

- The Centers for Disease Control and Prevention recommends that all adults eat at least five servings of colorful (i.e. deeply hued) fruits and vegetables each day. The goal of the National 5 A Day Program is to increase consumption of fruits and vegetables to a minimum of five servings per day for at least 75% of Americans by the year 2010. An objective of [Healthy New Jersey 2010](#) is that 35% of all adults in New Jersey eat at least this amount.
- Eating the recommended servings of colorful fruits and vegetables per day reduces the risk of cancer, heart disease, diabetes, obesity, hypertension and other chronic diseases.
- Colorful fruits and vegetables are rich sources of fiber, vitamins such as A and C and phytochemicals. Phytochemicals are plant components that have properties that help reduce the risk of developing certain forms of cancer.



Source: Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System, 2002

- New Jerseyans are more likely to eat five or more servings of fruits and vegetables per day than the average US citizen (28% vs. 23%, respectively).
- New Jersey women are more likely than men to eat five a day (30% vs. 26%) and are less likely to report eating no fruits and vegetables (2% vs. 4%).
- Adherence to 5 A Day is highest for senior citizens (65+) where almost 34% report eating the recommended five a day.
- Non-Hispanic blacks and Hispanics are less likely to report eating five or more fruits or vegetables per day than are non-Hispanic whites (23%, 24% and 28%, respectively).
- The [National Cancer Institute](#) and other organizations, now suggest that adult men eat nine servings of fruits and vegetables per day while adult women and older children need seven. Five a day is still the recommended amount for children under the age of six.
- The “5 A Day The Color Way” message suggests that people select blue/purple, green, white, yellow/orange and red fruits and vegetables when grocery shopping, meal planning or restaurant dining because these deeply hued fruits and vegetables provide the wide range of nutrients the body needs.
- A serving size is smaller than most people think - a medium size piece of fruit (about the size of a tennis ball) or ½ cup of vegetables.
- The 5 A Day Program is valuable as a strategy to address the national child and adult obesity epidemic because fruits and vegetables are naturally low in fat and calories.

For more data from the New Jersey Department of Health and Senior Services: <http://www.state.nj.us/health/chs/brfss.htm>

For more information on New Jersey's 5 A Day initiative: www.state.nj.us/health/fiveaday/index.html or http://www.state.nj.us/cgi-bin/dhss/njnewsline/view_article.pl?id=1398

For meal tips and serving sizes: 5aday.gov/whataserving.shtml

To learn about the Centers for Disease Control and Prevention 5 A Day Campaign: www.cdc.gov/nccdphp/dnpa/5Aday/index.htm

To see where you can buy Jersey Fresh produce: www.state.nj.us/jerseyfresh/searches/roadside.htm

For tips on how to get kids to eat more fruits and vegetables: www.dole5aday.com/Grownups/Fun/G_GetKidsToEat5ADay.jsp

The National 5 A Day for Better Health program has been in existence since 1991 and is now one of the most widely recognized health promotion programs in the world. It is a consortium of many federal agencies and private organizations, including the National Cancer Institute (NCI), the Produce for Better Health Foundation, the American Cancer Society, the Centers for Disease Control and Prevention, the United States Department of Agriculture, United Fresh Fruit and Vegetable Association, Produce Marketing Association, and the National Alliance for Nutrition and Activity.

The New Jersey 5 A Day program is co-sponsored by the New Jersey Departments of Health and Senior Services and Agriculture. It is a coalition of 26 different government agencies, nonprofit organizations, industries, retailers, hospitals and HMO's located throughout the state.

The New Jersey prevalence data in this fact sheet are from the Behavioral Risk Factor Surveillance System, a CDC telephone survey that asks questions related to health for adults eighteen and over.

Sources:

Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion:
[5 A Day](#)
[Behavioral Risk Factor Surveillance System](#), 2002
[Color Your Way to 5 A Day](#)

New Jersey Department of Health and Senior Services, Center for Health Statistics:
[New Jersey Behavioral Risk Factor Survey](#), 1996-2002
[Healthy New Jersey 2010](#)

National Cancer Institute, [5 A Day Initiative](#)

New Jersey Department of Health and Senior Services, Division of Family Health Services, [5 A Day Program](#)

United States Department of Agriculture, [Center for Nutrition Policy and Promotion](#)



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